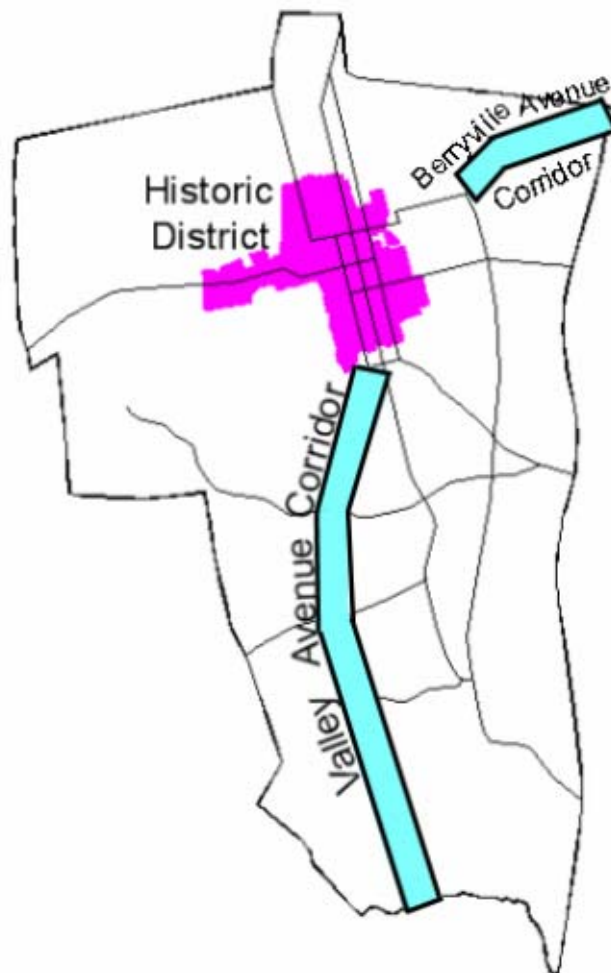


3

Valley Avenue and Berryville Avenue Corridors



Winchester, Virginia

VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

INTRODUCTION

The historically significant Valley Pike, known as Valley Avenue, U.S. Route 11, extends from the south City limits in the southwest portion of the City up to the central area of the City near Handley High School, a historical landmark. This corridor is characterized by small and medium sized retail and office buildings, several restaurants, automobile dealerships, gas stations, motels, banks, and some homes, as well as several larger facilities such as: Rubbermaid Commercial Products, Ward Plaza, O’Sullivan, Virginia Apple Storage, and Handley High School. The route also provides the only public access to the Kernstown Civil War Battlefield.

The Berryville Avenue, State Route 7 Corridor is located in the northeastern area of the City. This corridor is characterized by a variety of commercial uses including several restaurants, gas stations and two motels catering to tourists along with banks, and small and medium sized retail and service buildings. There are also a number of single family homes, especially along the south side. There are a couple of larger facilities such as Apple Valley Square Shopping Center, the U.S. Post Office, and an older large commercial center near the I-81 interchange.

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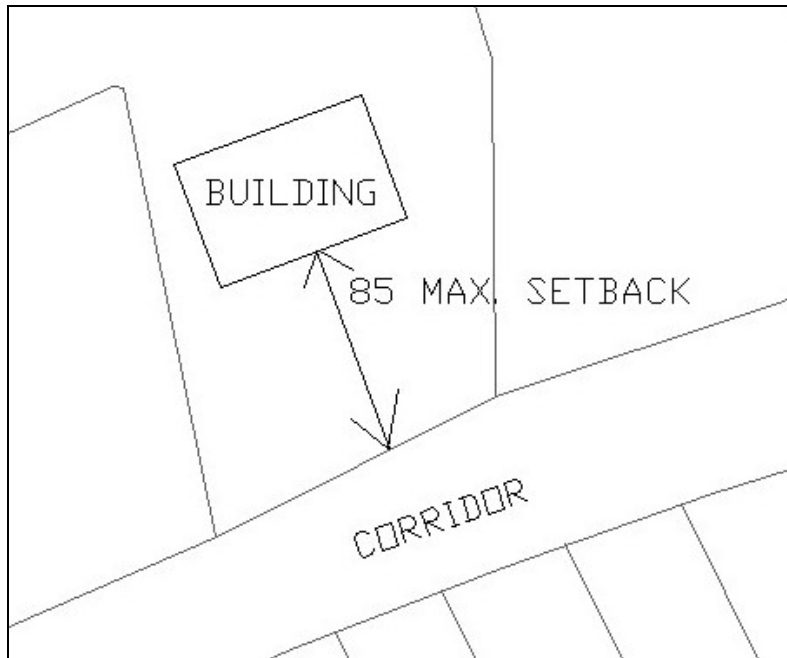
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WINCHESTER CORRIDOR ENHANCEMENT GUIDELINES

VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

1. BUILDING ORIENTATION/SIZE

- A) At least one structure on the site must be within 85 feet of the public right-of-way. **(R*)**



- B) The minimum size required for a structure's footprint is 1,000 square feet (excluding accessory structures). **(R)**
- C) The maximum size recommended for a structure's footprint is 50,000 square feet. **(S)**
- D) At least one main entrance of the structure must be oriented toward a public street frontage. **(R)**

Key: (R) = Required; (R) = Required, but can be modified with a Conditional Use Permit;
(S) = Suggested*

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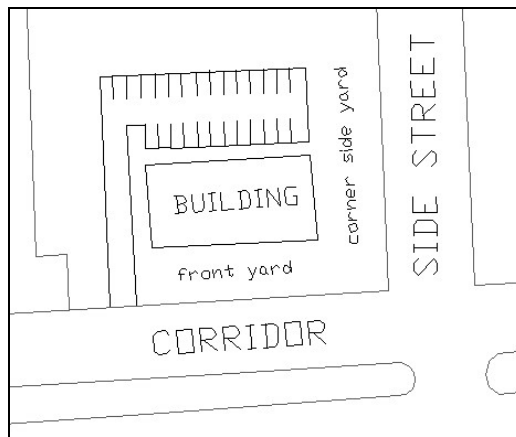
VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

2. SITE ACCESS

- A) Sidewalks must be inter-connected to adjacent parcels. **(R)**
- B) Inter-parcel access must be provided from existing/proposed off-street parking areas to parking areas on adjacent parcels. **(R)**
- C) Bike racks and/or improvements supporting mass-transit are encouraged to promote multi-modal transportation. **(S)**

3. PARKING AND DRIVE-THRU

- A) Off-street parking should be concentrated in non corner side or rear yards instead of between the building and the street. **(S)**



- B) If off-street parking is located in a front or corner side yard:
 - 1) It should not exceed 60 feet in depth. **(S)**
 - 2) It should be situated a minimum 15 feet from the public right of way line. **(S)**
- C) Drive-thru(s) can not be oriented toward a front or corner side yard. **(R*)**
- D) No more than 4 drive-thru stations should be provided. **(S)**

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VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

4. MAIN STRUCTURES

A) Primary Roofs(*as defined below*):

- 1) Must have a minimum pitch of 6:12. **(R*)**
- 2) Long monotonous roof planes exceeding the following are prohibited:
 - I. More than 46 feet in length along the front and corner side elevations. **(R)**
 - II. More than 66 feet in length for non-corner side and rear elevations. **(R)**
- 3) Roof planes must be broken by a minimum of one other roof plane. With the intervening roof plane(s) being at a different angle and or pitch than the longer roof plane. **(R)**
- 4) Roof features such as: gables, soffits, dormers, and/or cupolas are encouraged to break up long monotonous roof planes. **(S)**



Acceptable



Unacceptable

PRIMARY ROOF:

The dominant roof visible from surrounding grade of vehicular and pedestrian paths as determined by the Review Board or its agent. Primary roofs may consist of compound roofs or false roofs that disguise flat or slightly pitched roofs. Single-story porch roofs which do not extend to the top of the building shall not be defined as primary roofs.

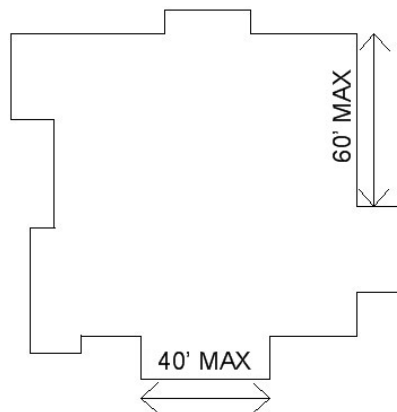
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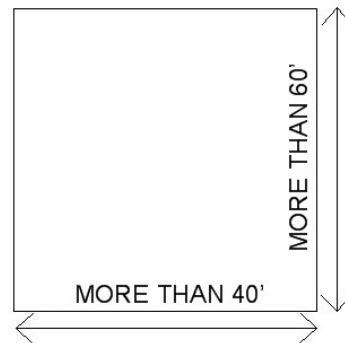
VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

B) Façade Treatments/Enhancements:

- 1) Porches, canopies, and awning (preferably of cloth material), which soften the structure's impact to the street, are encouraged. **(S)**
- 2) Long monotonous facades exceeding the following are prohibited:
 - I. More than forty feet (40') in length along the front and corner side elevation. **(R)**
 - II. More than sixty feet (60') in length for non-corner side and rear elevations. **(R)**
- 3) Wall planes shall be broken by off-sets of at least six inches (6") of recess or reveal. **(R)**
- 4) Façade enhancements such as cornices, pilasters, band or sill courses, lintels, arches, foundation accents, quoins, etc. are encouraged to avoid long monotonous building planes. **(S)**



Acceptable



Unacceptable

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WINCHESTER CORRIDOR ENHANCEMENT GUIDELINES

VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

- 5) To avoid excessive spans of solid walls or glass elevations, the Ratio Of Transparent To Opaque Treatment (*as defined below*) the following standards and guidelines apply:
- I. For front and corner side elevations must be between 1:1 and 1:2 or vice versa. **(R*)**
 - II. For non-corner side elevations should be between 1:1 and 1:4 or vice versa. **(S)**

Notes:

- a) This provision shall be interpreted to facilitate the distribution of transparent and opaque wall area across the surface of the building exterior. (R*)*
- b) False windows and fake shuttered openings may be accepted on a limited basis. (R*)*



Balanced Treatment



Unbalanced Treatment

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VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

RATIO OF TRANSPARENT TO OPAQUE TREATMENT:

A figure derived from the quotient of transparent to opaque façade surface area or vice versa. Transparent area shall include: windows, including surrounding trim and shutters; glass block, lattice, and louvered elements; perforated brick bond patterns; and doors that include some transparent area. Computation of façade surface area, as expressed in elevation view, shall be measured from the adjoining grade to the eave of the adjoining roof. Single-story porch/canopy roofs shall not count as adjoining roofs where there is vertical wall area visible above the porch/canopy roof. Deviations in the interpretation of this ratio to support increased transparent area designation may be considered for porches and/or arcades at least eight feet (8') in depth.

- 6) No portion of a building, except the rear elevation, shall be constructed of barren and unfinished concrete masonry unit (such as cinder block) or corrugated material or sheet metal. This shall not be interpreted to preclude the use of architectural or split face block as a building material. **(R)**
 - 7) Reflective surfaces are generally not considered acceptable exterior material, other than window glass. **(S)**
 - 8) No more than 3 colors, excluding roof color, should be used per building. **(S)**
 - 9) Semitransparent stains are recommended for application on natural wood finishes. **(S)**
- C) Mechanical equipment must be placed in the rear yard or rear roof elevation. **(R)**
- D) In addition to the provision for undergrounding of utilities in Section 18-22-1 of the Zoning Ordinance, any change of use which increases the parking requirement must incorporate placement of distribution lines for electrical, telephone, cable television and any other services requiring wires or cables underground. **(R)**



Acceptable



Unacceptable

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WINCHESTER CORRIDOR ENHANCEMENT GUIDELINES

VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

5. ACCESSORY STRUCTURES

- A) Accessory structure(s) should be of style, color, and materials consistent with the main structure(s). **(S)**
- B) Utilities and support equipment must be placed in the rear yard. **(R)**
- C) Dish antennas and cellular panels can not be visible from a public or private street. **(R)**

6. SIGNS

A) Generally:

- 1) Roof-mounted signs, as well as banners and pennants are prohibited. **(R)**
- 2) Portable and temporary signs are discouraged. **(S)**
- 3) The message portion of signs should not have more than 3 colors. **(S)**
- 4) Internally illuminated signs are discouraged. **(S)** If internally illuminated signs are used, then they must have darker backgrounds (fields) with light letters/numbers (copy). **(R)**

B) Freestanding signs:

- 1) Should be of a ground-mounted monument type and of a style, color, and material consistent with the main structure(s). **(S)**
- 2) Height shall not exceed 20 feet. **(R)**



Recommended



Not Recommended

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VALLEY AVENUE AND BERRYVILLE AVENUE CORRIDORS

7. LIGHTING

A) Generally:

- 1) Should be from concealed sources (i.e., the luminaire or bulb itself is not visible). **(S)**
- 2) Must be of a clear white or amber light that does not distort colors. **(R)**
- 3) Must not spill over onto adjoining properties, buffers, highways, nor impair the vision of motor vehicle operators. **(R)**
- 4) Should be of a downcast directional or cut-off type capable of shielding the light source from direct view and providing well-defined lighting patterns. Exceptions may be permitted for lower voltage accent lighting such as traditional coach lights. **(S)**

B) Free-standing parking lot lighting fixtures and supports:

- 1) Should be of ornamental design. **(S)**
- 2) Not exceed 30 feet in height. **(R)**

C) Building mounted/oriented lighting:

- 1) Should not be high voltage wall-pack lighting. **(S)**
- 2) Either be recessed under roof overhangs or generated from low voltage decorative level light fixtures. **(S)**



Recommended



Not Recommended

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8. FENCES AND WALLS

A) Chain link fence:

- 1) Can not be located in the front and/or corner side yard. **(R)**
- 2) Should not be visible from the street. **(S)**

B) Existing limestone freestanding or retaining walls must be preserved. **(R)**

C) New freestanding or retaining walls must be made of stone or brick. **(R)**



Acceptable



Unacceptable

9. OTHER

A) Outdoor display of merchandise should not be visible from a public or private street. **(S)**

B) Creative design and locating of telecommunication equipment is encouraged. **(S)**

C) Telecommunication towers of lattice construction are discouraged. **(S)**

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